

Greenaccord Conference in Cuneo
19-22 October 2011

WORKSHOP 2
THE INTERPRETATION OF FACTS AND EVENTS
BETWEEN SHORT AND LONG TERM IN DAILY
CONFLICTS BETWEEN ECONOMY AND ECOLOGY

From what prominent scientists from a variety of fields have told the Greenaccord conference in Cuneo, there is a dangerous breakdown developing between governments and their people and a growing gap between the wealthy and the poor.

We urge decision makers in all relevant fields to take note of this and initiate appropriate action.

The journalists involved in this conference are conscious of the fact that they have an important role to play as sources of information for public opinion.

They have agreed to a series of common means of treating the news when delivering it to their audiences and of defining a series of issues they should underline as often as possible:

1. Urge governments to make R&D of a renewable energy their top priority.
2. Urge governments and business to draw clear lines between what are sustainable practices and what not.
3. Analyse and communicate the errors made by developed countries so that developing countries do not incur the same mistakes.
4. Emphasize the concept of the ecological path whenever possible so as to raise awareness of clean production.

5. Help developing countries to avoid unsustainable development and messy energy.
6. Propose even small, positive case histories, so as to give practical examples rather than complicated speeches
7. Try to stick to real facts, data and numbers and steer away from sensationalism.
8. Introduce new concepts such as ethics and happiness in economic analyses.
9. Define the problems and suggest possible solutions rather than leave readers in a state of despair.
10. Be sure to base articles on correct information.
11. Where possible, encourage resort to tried and tested practices of tradition rather than simply turn to polluting chemicals.
12. Find ways to get people involved in environmental issues, i. e. highlighting the impacts on their health of undesirable practices rather than daling with these in the abstract.
13. emphasize the concept of the ecological path whenever possible so as to raise awareness of clean production.

The challenge for journalists is to be able to convey and translate the new concepts arising from this conference and thereby to help make the transition to a better, more balanced and cleaner world.

